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Presentation

How is digital marketing defined in modern business?

Digital marketing is the promotion of products or services using digital channels such as search engines, social media, websites, and email to reach and engage customers online.

- **Search engines (e.g., Google)**
- **Social media platforms (e.g., Facebook, Instagram, LinkedIn)**
- **Email marketing**
- **Websites and blogs**
- **Online advertising networks**

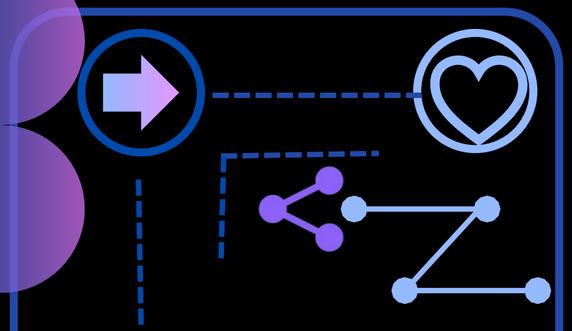
Importance of digital Marketing

Why Digital Marketing Matters?

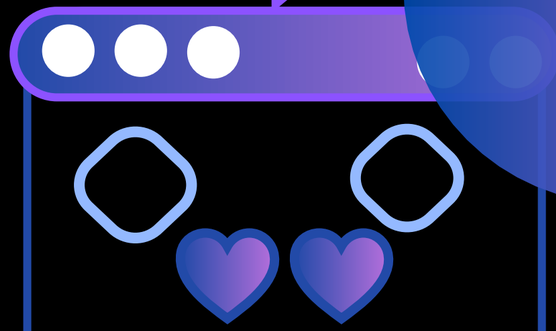
1. Global Reach
2. Cost-Effective Marketing
3. Targeted Audience
4. Measurable Results
5. Better Customer Engagement
6. Brand Awareness & Growth

core channels of digital marketing
Search engine optimization (SEO)
Pay-per-click Advertising
Social Media Marketing
Email Marketing
Content marketing
Affiliate Marketing

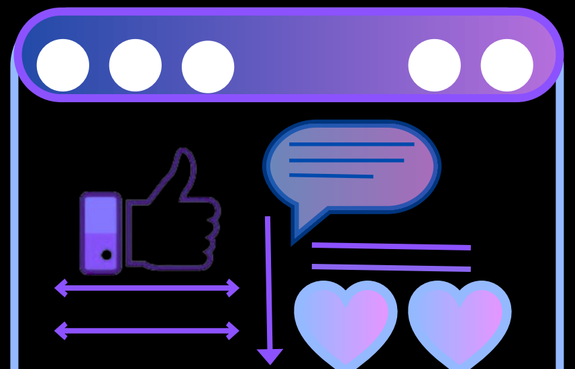
The most important thing is content



Pro Tip:Combine AI and SEO

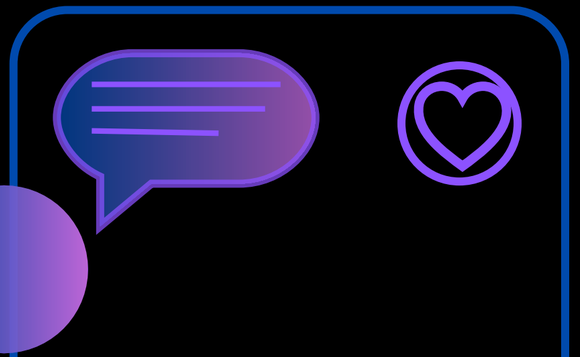


Repurposing across channels (blog,reel,email.Linkedin post)



Acknowledge the new environment for content

Utilize SEO optimization (Keybopards,Meta tags and structure)



The secret is to be the source,not the echa

Benefits of Digital Marketing

Data & Analytics

- Tools Used:
- Google Analytics
- Social media insights dashboards
- CRM software

- Metrics to Track:
- Website traffic
- Conversion rate
- Click-through rate (CTR)
- Customer acquisition cost

Emerging Trends in Digital Marketing (2026)

- Artificial Intelligence & Automation
- Voice Search Optimization
- Influencer & Creator Economy
- Short-form Video Content
- Personalization through Big Data

Challenges in Digital Marketing

- Data privacy regulations
- Increasing competition
- Ad fatigue
- Constant algorithm changes

Case Example

Example: A fashion brand uses:

- Instagram Reels for awareness
- Google Ads for traffic
- Email marketing for retention
- Analytics to optimize campaigns

Result: Increased engagement & improved ROI.

Conclusion

Digital marketing is no longer optional — it is essential.
It enables businesses to:

- Reach the right audience
- Deliver personalized experiences
- Measure success accurately
- Grow sustainably in a digital-first world